

Get your WooCommerce store perform

In speed and conversions

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I'll talk about this today

- The importance of a fast loading website
- How to measure the website speed
- Tips for a faster WordPress website
- Tips for more sales on your WordPress website
- Questions





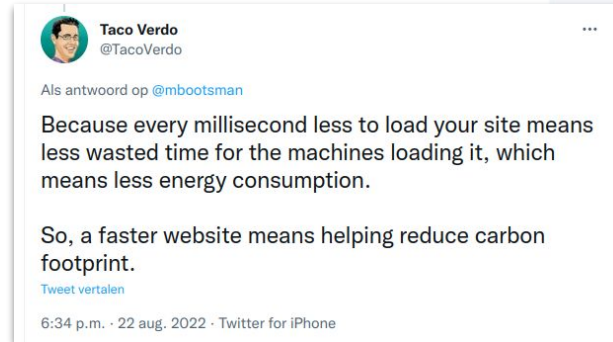
SPEED MATTERS

The importance of a fast loading website

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Sites should load fast because:

- Visitors (clients) will love it ❤️
- Search engines use it as a ranking factor
- Conversions/sales





KNOWLEDGE IS POWER

How to measure the website speed

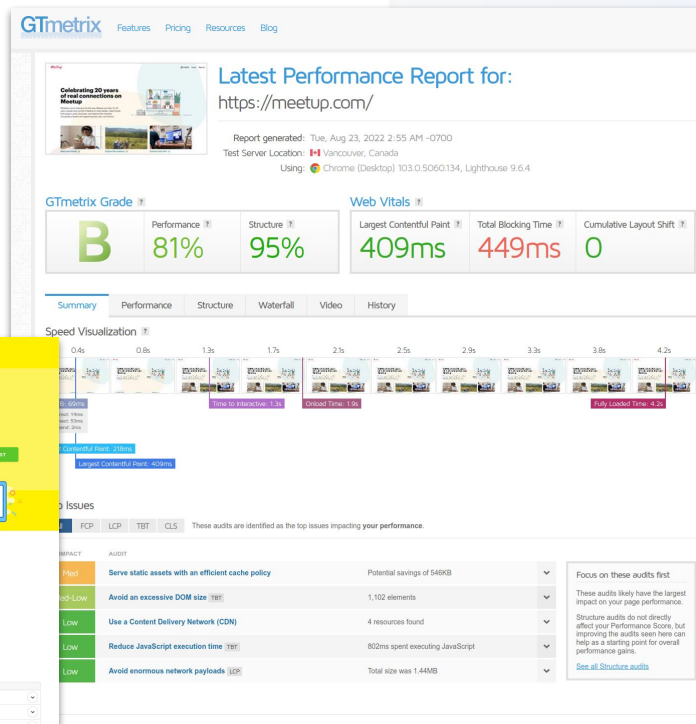
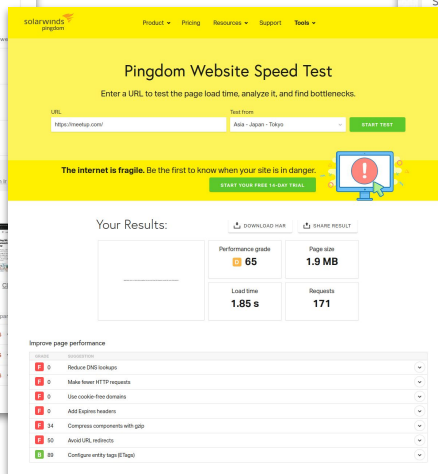
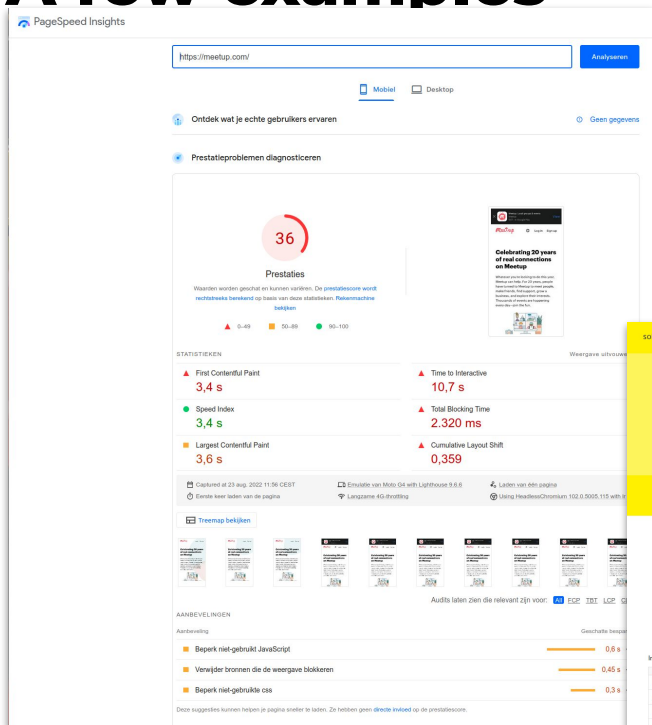
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Check your WordPress site speed

- Use one tool
- Test from multiple locations (if supported)
- Tools to use:
 - [GTMetrix](#)
 - [Pagespeed Insights](#)
 - [Pingdom Website Speed Test](#)



A few examples



OPTIMIZE WOOCOMMERCE SPEED AND CONVERSIONS



LET'S GO

Tips for a faster WordPress website

1. Choose the ~~right~~ best hosting

- Check reviews
- Talk to peers / industry leaders
- Test hosting with complex websites
- Review integration with current workflow / processes



2. Use caching

- **Caching at server-level**

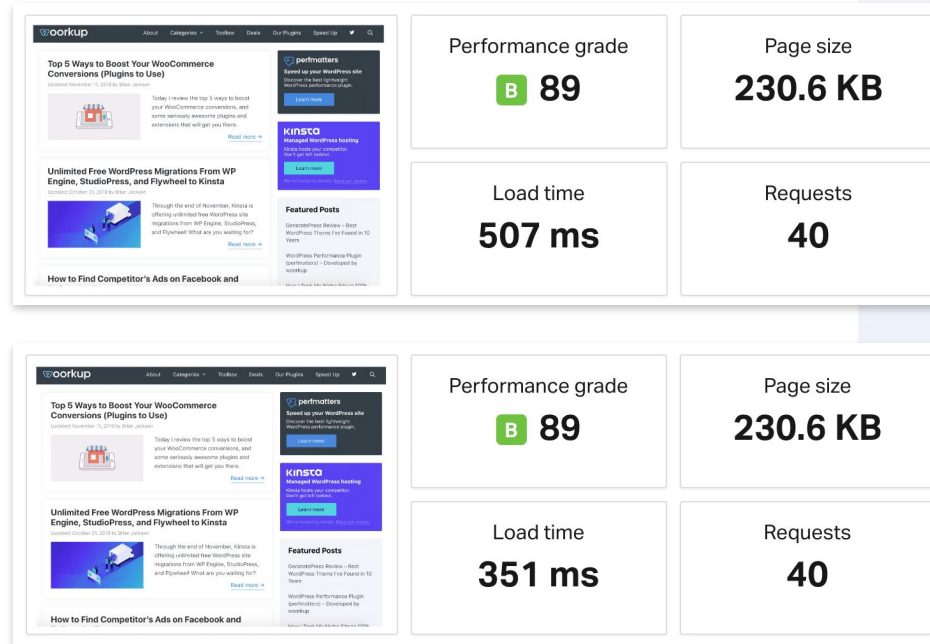
- Bytecode cache
- Object cache
- Page cache
- CDN cache

- **Caching with a plugin**

- WP Rocket
- Cache Enabler
- W3 Total Cache

- **Object cache**

- W3 Total Cache
- Redis
- Memcached





3. Optimize images

- Find balance between size and quality
- Choose the right file format (PNG/JPEG or even WEBP)
- Lossy or lossless compression
- Don't use images for decoration only



4. Use a Content Delivery Network

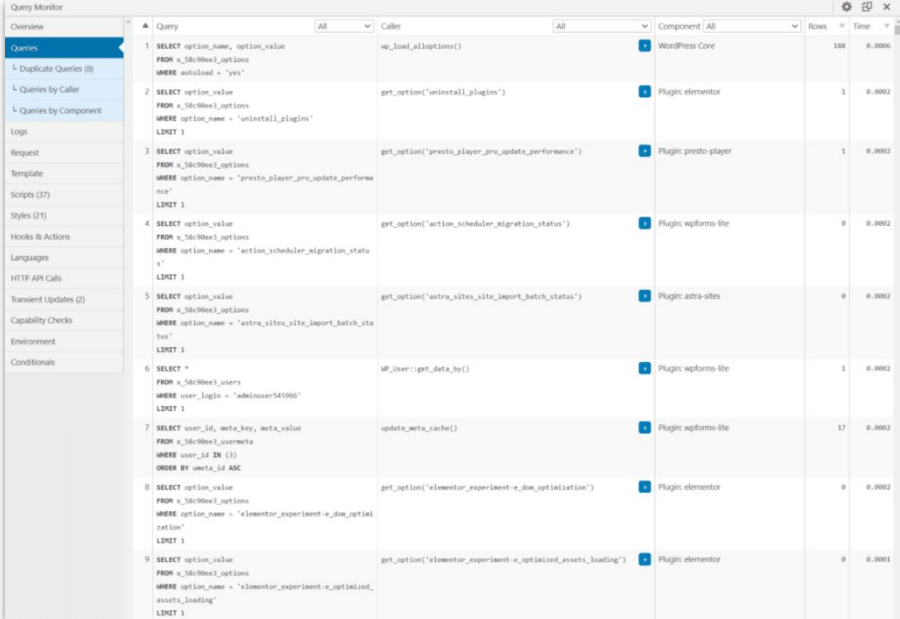
- A CDN does not replace your host
- Regular / Reverse proxy
- Serve static content
- Save bandwidth
- Improve loading speed
- Firewall features
- Some CDN providers:
 - Cloudflare
 - KeyCDN
 - Sucuri

	Performance grade B 89	Page size 231.0 KB
	Performance grade B 89	Page size 230.6 KB
	Load time 1.03 s	Requests 40
	Load time 585 ms	Requests 40



5. Find slow plugins

- Use an APM tool like New Relic or Kinsta APM
- Query Monitor WordPress plugin
 - Database queries, including showing you queries from specific plugins
 - PHP errors
 - Memory usage
 - HTTP API calls
 - Enqueued scripts and styles
 - Hooks and actions



The screenshot shows the Query Monitor plugin interface. On the left is a sidebar with navigation links: Overview, Queries (selected), Duplicate Queries (0), Queries by Caller, Queries by Component, Logs, Request, Template, Scripts (37), Styles (21), Hooks & Actions, Languages, HTTP API Calls, Transient Updates (2), Capability Checks, Environment, and Conditionals. The main area displays a table of queries with columns for Query, Caller, Component, Rows, and Time. The table lists 9 queries, mostly from WordPress Core and several plugins including Elementor, Presto Player, and WPForms Lite.

Query	Caller	Component	Rows	Time
1 SELECT option_name, option_value FROM wp_options WHERE autoload = 'yes'	wp_load_all_options()	WordPress Core	188	0.0006
2 SELECT option_value FROM wp_options WHERE option_name = 'uninstall_plugins' LIMIT 1	get_option('uninstall_plugins')	Plugin: elementor	1	0.0002
3 SELECT option_value FROM wp_options WHERE option_name = 'presto_player_pro_update_performance' LIMIT 1	get_option('presto_player_pro_update_performance')	Plugin: presto-player	1	0.0002
4 SELECT option_value FROM wp_options WHERE option_name = 'action_scheduler_migration_status' LIMIT 1	get_option('action_scheduler_migration_status')	Plugin: wpforms-lite	0	0.0002
5 SELECT option_value FROM wp_options WHERE option_name = 'astra_sites_site_import_batch_status' LIMIT 1	get_option('astra_sites_site_import_batch_status')	Plugin: astra-sites	0	0.0002
6 SELECT * FROM wp_users WHERE user_login = 'adminuser549866' LIMIT 1	wp_user_get_data_by()	Plugin: wpforms-lite	1	0.0002
7 SELECT user_id, meta_key, meta_value FROM wp_usermeta WHERE user_id IN (3) ORDER BY meta_id ASC	update_meta_cache()	Plugin: wpforms-lite	17	0.0002
8 SELECT option_value FROM wp_options WHERE option_name = 'elementor_experiment-e_dom_optimization' LIMIT 1	get_option('elementor_experiment-e_dom_optimization')	Plugin: elementor	0	0.0002
9 SELECT option_value FROM wp_options WHERE option_name = 'elementor_experiment-e_optimized_assets_loading' LIMIT 1	get_option('elementor_experiment-e_optimized_assets_loading')	Plugin: elementor	0	0.0001





LET'S TALK ABOUT MONEY

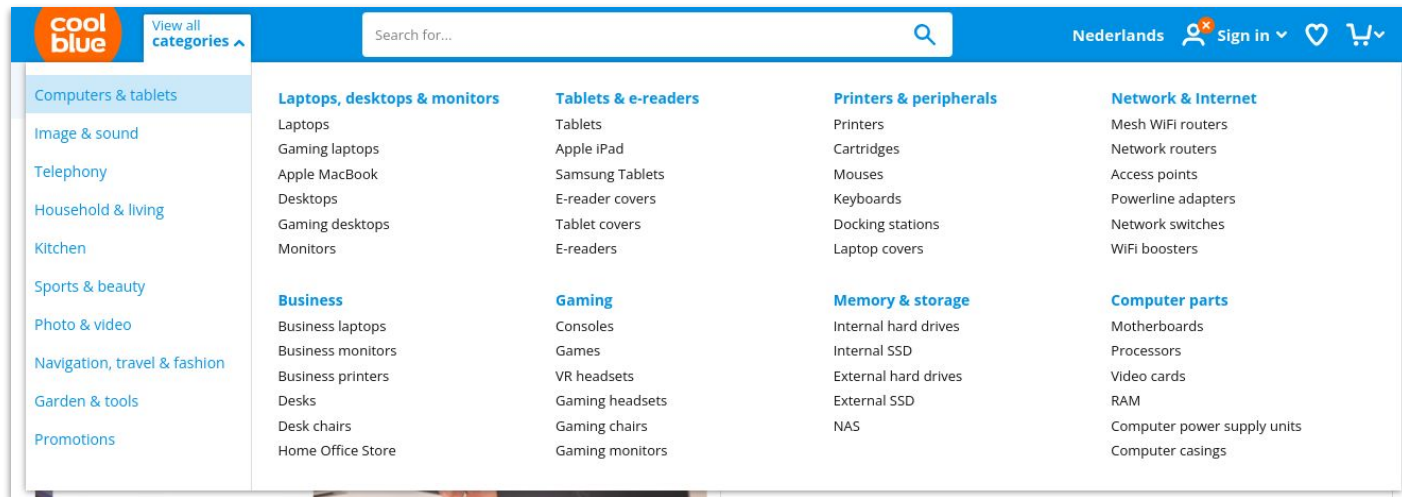
Tips for more sales on your WordPress website

1. Make it easy to find products

- Categorize your products
- Simple and clear menu structure
- Product filter
- Search function



1. Example



2. Use high quality images

- Your visitor wants to see what they're buying
- Use multiple angles
- If possible, show product in use
- Zoom on hover
- 360 views
- Extra: Instruction video(s)



2. Example



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★★★★★ 8,6/10 (5 reviews) [View all accessories](#) [Lenovo laptops](#)









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Coolblue's Choice

Our choice for a Windows laptop suitable for photo editing

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- ✓ Ordered before **23:59**, delivered **for free** tomorrow
- ✓ **2-year** warranty on your laptop
- ✓ **Free** exchange within 30 days
- ✓ Customers rate Coolblue **9/10**



3. Use promotions

- Promote urgency (time/products left)
- Flash sales
- Personal recommendations
- Popular products
- Multi purchase deals



4. Build trust

- First impression
- Publish reviews
- Be transparent
 - Organization
 - People
 - Costs (Shipping/Returns)
- Accessibility





Questions? Bring 'em on!

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Need more knowlegde?

- Check out these **free** courses:
 - [How to Speed Up Your WordPress Website](#)
 - [How to Optimize Your WooCommerce Store](#)

How to Speed Up Your WordPress Website

Learn top industry tips to speed up any WordPress website. This course will cover everything from small tweaks up to site-wide changes that will radically improve your website performance.

Start Now



How to Optimize Your WooCommerce Store

Optimize the speed, performance, and usability of your WooCommerce site for a better user experience. Remember, satisfied customers = higher revenue. Enroll for free to get immediate access to top industry tips you can use to transform your online shop for improved conversions.

Start Now



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**Thanks Zagreb
WooCommerce Meetup!**

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